



## **Job Description – Marketing Coordinator**

**Reports To:** Development and Communications Director  
**FLSA Status:** Non-Exempt

### **SUMMARY**

The Marketing Coordinator is responsible for assisting the Development and Communications Director in the management of all aspects of marketing communications for Hope & Help. The coordinator will manage the internal and external communications processes, oversee all social media management, assist with maintaining rapport with media partners and vendors, develop marketing content, and maintain marketing data records. This position may require travel and evening and weekends hours.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following.

1. Support the department's initiatives with the planning, executing, and tracking of marketing programs such as email, events, social media, and content marketing.
2. Coordinate marketing and community events, including overseeing logistics, managing registrations, coordinating with vendors, creating itineraries, and ordering marketing collateral.
3. Coordinate product, event, and content email marketing campaigns, including copy, scheduling, testing, and database management.
4. Create, proofread, and edit copy for various marketing channels, ensuring consistent voice.
5. Assist with developing and managing content and social media marketing programs, including blogs and public relations efforts.
6. Evaluate and monitor campaign performance on an ongoing basis by analyzing key metrics and creating comprehensive reports.
7. Provide the Director with data-driven recommendations for enhancing marketing performance.
8. Manage relationships with external vendors to ensure high-quality and timely execution of marketing programs, and to ensure competitiveness.
9. Conduct market research and identify trends.
10. Market health programs and services by developing and implementing marketing and advertising campaigns with the Director.
11. Tracks all marketing performance data, including but not limited to all company health program marketing deliverables, online reviews, social media statistics, web site performance, and advertising ROI, and reports monthly in the Quality Management committee
12. Maintains promotional materials inventory and oversees the operation and maintenance of the marketing storage room.

13. Keeps promotional materials ready by coordinating requirements with graphics staff, inventorying stock, placing orders, and verifying receipt, including but not limited to business cards, name tags, t-shirts, etc.

## **OTHER RESPONSIBILITIES**

Performs other work-related duties and special projects as assigned.

## **SUPERVISORY RESPONSIBILITIES**

This position has no supervisory duties.

## **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

## **KNOWLEDGE AND SKILL OF**

1. Modern office practices, procedures, and equipment
2. HIPAA laws and confidentiality requirements
3. Excel, Word, and basic computer operations
4. Marketing communications process
5. Advertising strategy
6. Social media management and strategy
7. Web site performance management, search engine optimization, and search marketing optimization
8. Resources in the business community

## **ABILITY TO**

1. Communicate effectively both orally and in writing with a diverse population varying in age, physical/mental health, lifestyles, and cultural/ethnic backgrounds.
2. Meet time schedules, deadlines, and plan and organize work.
3. Work confidently with discretion and independently with little direction
4. Work cooperatively with others using tact, patience, and courtesy.
5. Maintain current knowledge of technological advances in the field.
6. Work with confidential data with discretion
7. Be sensitive to issues involved in working in a multi-cultural, community-based organization.
8. Work with and serve clients effectively from diverse backgrounds and (multi-racial, cultural, and economic backgrounds)
9. Provide positive feedback, empathy, encouragement, and guidance to program participants.
10. Display productive leadership behavior and encourage a learning environment for staff and participants.

11. Communicate effectively with staff, program participants, service providers and community members.
12. Recognize and adhere to professional boundaries.
13. Inspire and motivate participants to positive outcomes through positive role modeling.
14. Establish and maintain effective working relationships and with business community.

## **EDUCATION AND/OR EXPERIENCE**

1. Bachelor's degree in business administration, marketing, communications, or a related field with 1-3 years of experience in marketing.
2. Must have strong organizational and project management skills, as well as attention to detail.
3. Excellent written and verbal communication skills, as well as outstanding copywriting and proofreading skills.
4. Firm grasp on various marketing platforms, channels, and best practices, including social, digital, and email marketing.
5. Must be a self-starter and able to independently move projects forward, prioritize tasks, and meet deadlines.
6. Must have strong analytical skills to analyze metrics and create reports.
7. Must have a high level of creativity.
8. Occasional travel may be required.

## **CERTIFICATES, LICENSES, AND/OR REGISTRATIONS**

None required.

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk, hear and to use hands to finger, handle or feel. The employee frequently is required to reach with hands and arms. The employee is occasionally required to stand, walk, sit and stoop, kneel, crouch or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision and ability to adjust focus.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.